

# Strategies *for growth*

## Unlocking Business Opportunities

## March 22, 2007 - Columbus, Ohio



## Statewide Government - Conference and Procurement Café

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**Ted Strickland, Governor**

**Lee Fisher, Lt. Governor**

# Strategies *for growth*

## Unlocking Business Opportunities

**Thursday, March 22, 2007**

**8:00 a.m. - 4:30 p.m.**

Continental Breakfast will be provided

8:00 a.m. Registration

### 8:30 a.m. Conference Overview

9:00 a.m. Keynote Speaker



— Iris Cooper —  
CEO Pyramid Mortgage Co.  
Co-Founder, Glory Foods, Inc.

10:00 a.m. Panel Discussions  
"Keys to Unlocking Business Opportunities"

11:30 a.m. Government Contracting Opportunities/"The How To"

12:00 noon Lunch

1:00 p.m. Procurement Café Opens

3:00 - 4:30 p.m. Networking Reception

**William Green Building  
Ohio Bureau of Workers' Compensation  
30 West Spring Street  
Columbus, Ohio 43215  
(614) 466-5700**

## Conference Overview

The theme of the Fifth Annual Strategies for Growth Conference is "Unlocking Business Opportunities". Recognizing the increasingly competitive business environment, conference planners have developed a day-long agenda intended to leave participants with practical strategies that will lead to success. The conference will also provide testimony of journeys in the business experience, including barriers to and examples of success.

## Keynote Address

Ms. Iris Cooper, entrepreneur, business advisor and community leader, will highlight the Strategies for Growth Conference as the keynote speaker. Cooper will share her experiences in the areas of, business development, growth and collaboration along with the ever changing world of finance. A graduate of Indiana University, Ms. Cooper brings over twenty five years of experience in the financial service arena, including successful tenures in the banking industry. She is also one of the founders and owners of Glory Foods, Incorporated, a national multi-million dollar minority owned food company. Ms. Cooper has mentored many in the community by sharing her business experience and continues in her quest to empower others.

## Panel Discussions

### "Keys to Unlocking Business Opportunities"

Prior editions of the Strategies for Growth Conference have provided testimonials of business plateaus and pitfalls, and the fifth annual presentation will be no exception with panelists such as The Procter and Gamble Company and the McDonalds Corporation, which will share strategies that stress the importance of establishing partnerships and other steps that lead to successful business. The information shared will leave participants with innovative concepts that can be mirrored in the current economic climate.

### "How to Get Your Foot in the Door with Government Prime Contractors"

In this session participants will learn how to effectively market to major defense prime contractors. Topics that will be covered include: 1.) Determining your business capabilities 2.) Identifying prime contractor teaming opportunities 3.) Gathering business intelligence 4.) Understanding the procurement process 5.) Making your first contact, getting to the decision makers.

With the information provided participants will assess their business capabilities and thus choose the most realistic approach.

## Procurement Café

The Strategies for Growth Conference has recognized the need to provide avenues to entrepreneurs that will enable business opportunities. Furthermore, the conference will once again offer the procurement café' to allow one-on-one dialog with various purchasing representatives who will provide information on contractual opportunities. The Ohio Department of Transportation, the Ohio State University and the Ohio Department of Health will be in attendance along with dozens of other representatives of both the public and private sectors.

These sessions are designed for experienced business owners interested in increasing their success.

Registration is required for the luncheon and seating is limited.

Reserve your space now by visiting [www.scombc.org](http://www.scombc.org), faxing this registration form to (614) 221-1669 or mailing it to: South Central Ohio Minority Business Council, 37 N. High Street, Columbus, Ohio 43215. To register by phone or for more information call 1 (800) 848-1300, ext. 65700.

## Conference Sponsors



Ohio Department of Development



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**SCOMBC**  
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Minority Business Council



# Strategies *for growth*

Unlocking  Business Opportunities

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Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: ( \_\_\_\_\_ ) \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Attendee Names:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

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**Advance Registration \$15.00**

**Day of Conference \$20.00**

Your advance registration for the conference must be received  
**no later than March 19, 2007.**

**Special Hotel Discount**

Marriott Courtyard Hotel (Downtown Columbus)

35 W. Spring Street, Columbus, Ohio 43215

Reservations: 1 (800) 321-2211

Conference reference: Strategies for Growth

Deadline for hotel discount: March 1, 2007

